



---

**KOLEJ YAYASAN PELAJARAN JOHOR  
FINAL EXAMINATION**

---

**COURSE NAME : F&B MANAGEMENT**  
**COURSE CODE : DHM 1043**  
**EXAMINATION : APRIL 2018**  
**DURATION : 3 HOURS**

---

**INSTRUCTION TO CANDIDATES**

1. This examination paper consists of **FOUR (4)** :
  - PART A (20 Marks)
  - PART B (20 Marks)
  - PART C (20 Marks)
  - PART D (40 Marks)
2. Candidates are not allowed to bring any material to examination room except with the permission from the invigilator.
3. Please check to make sure that this examination pack consist of:
  - i. Question Paper
  - ii. Objective Answer Paper
  - iii. Answer Booklet

---

**DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO**

---

*This examination paper consists of **10** printed pages including front page*

---



**PART A**

This part contains of **TWENTY(20)** questions.

Answer ALL in Objective Answer Paper.

1. What is the challenge when create a restaurant concept?
  - A Already established and have own brand
  - B Have been tested with certain target market
  - C Must have experience in restaurant business
  - D Must fits a definite target markets and intensely competitive
  
2. What are the term that can be relate with Ethnic Restaurant ?
  - A National cuisines
  - B Casual atmosphere
  - C Ready cooked food
  - D Full services restaurant
  
3. Policies can be define as guideliness for the operation of a catering enterprise. This policies cover such matters of ?
  - A Government rules
  - B Market regulations
  - C Atmosphere and ambience
  - D Market aimed and how to be catered
  
4. Which of the following are constraints that include in Internal Factor?
  - A Social and Technical
  - B Political and Economic
  - C Environment and Social
  - D Commodities and Control
  
5. The food and beverages function encompasses all aspects of the industry concerned with the supply of ?
  - A Food only
  - B Services only
  - C Beverages only
  - D Food and Beverages and services

6. What are the statement that relate with finger buffet ?
- A Items that served by chef
  - B Hot and cold food is available
  - C Food prepared in large quantities
  - D Items that prepared in small portion
7. A' La Carte means \_\_\_\_\_
- A Menu from card.
  - B Menu from friends.
  - C Menu for relatives.
  - D Menu from neighbours.
8. Who are the person who responsible for develop the restaurant concept?.
- A Guests
  - B Relatives
  - C Neighbours
  - D Restaurant Manager
9. How the owner of restaurant can develop successful restaurant concept?
- A Poor decoration
  - B Good management
  - C Stay far from the guets
  - D Do have passion in what they are do
10. What is the **FIRST** sequence of restaurant development?
- A Key personnel hired
  - B Concept development
  - C Working blueprinted developed
  - D Furnishing and equipment ordered

11. The fixed items usually refer to employee benefits and including of
- A Disability insurance
  - B Unemployment insurance
  - C Union welfare insurance
  - D Worker compensation insurance
12. What are the expenses that can be include in controllable expenses ?
- A Food expenses
  - B Services expenses
  - C Salaries and payroll
  - D Beverages expenses
13. Which of the following below may refer to Front of The House ?
- A Steward
  - B Bartenders
  - C Room attendant
  - D Kitchen helper
14. Which of the following is Alcoholic Menu ?
- A Juices
  - B Squaches
  - C Grapes wine
  - D Aerated waters
15. Menu design also can be called as
- A Silent salesperson
  - B Images, design and graphic
  - C Ambience of the restaurant
  - D Complement decor and ambience

16. What are the useful tips while you receive the products or goods?
- A Doesn't prepare with measure scale
  - B The environment of that place is dirty
  - C Don't check all the items that you need
  - D Keep the receiving area clean and neat
17. In African American Influence, the word of soul food is a term used for
- A Family cuisine
  - B African cuisine
  - C Ethnic cuisine
  - D American cuisine
18. A number of restaurants have service standards that they expect to meet or beat. What are the **FIRST** step of that service?
- A Take dessert order
  - B Check everything is perfect
  - C Greet the guests within one minute
  - D Bring the beverages within four (4) minutes
19. Who are the first and last person who will meet the guests in the restaurant?
- A Greeters
  - B Maid
  - C Manager
  - D Security
20. What are the departments that can be called as Back of The House?
- A Kitchen department
  - B Front Office department
  - C The management department
  - D Food and Beverages department

[20 MARKS]



**PART B**

This part contain of **TWENTY (20)** questions.

Answer **ALL** the questions in Answer Paper.

friendly	enthusiasm	9 by 12	profit	trip reporting
sanitation	fixed	thin bond-type	natural	plates
speakers	ecological	usability	cater waiters	facilities maintenance
saucers	6 by 12	pilferage	technology	flatware
guests satisfaction	table menu	d'hote normal	bus tubs	sales

1. Political, environmental and \_\_\_\_\_ are known as the external factors in constarints on food beverage management.
2. Salver should be used for removing cups, \_\_\_\_\_ and glasses.
3. A dining room should have a \_\_\_\_\_ flow, from the lobby to the bar to the dining room to the the kitchen.
4. All new license are required to pass a \_\_\_\_\_ and safety inspection prior to opening.
5. The menu size can be in a variety of shapes which generally \_\_\_\_\_ inches.
6. Versatility, branding and \_\_\_\_\_ are the three factors in design the dishes.
7. Payroll and related costs fall into two categories which are variable payroll and \_\_\_\_\_ payroll.
8. Restaurant operations are grouped into several specific areas of operations includes Dining Room Systems, \_\_\_\_\_ and Kitchen Systems.

9. The general atmosphere at a restaurant should be \_\_\_\_\_
10. There are two basic covers in restaurants can be chosen by the customer either an a' la carte or \_\_\_\_\_
11. Functions of control sytem is to reduces fraud, \_\_\_\_\_ and wastage to minimum.
12. Guest checks come on two basic categories of paper which are \_\_\_\_\_ paper or heavier cardboard stock.
13. Create a master plan should encompass all aspects of the event such as venue, activities, publicity, sponsor and \_\_\_\_\_
14. Banquet servers, informaly known as \_\_\_\_\_ are wait staff that work for big catering events and banquets.
15. Upselling is a common strategy for restaurant to boost their \_\_\_\_\_
16. One of the most effective upselling techniques a server can use is to show \_\_\_\_\_ about the food they are pushing.
17. Boxes or \_\_\_\_\_ are often used in operations with a high turnover rate, where spread is important.
18. Regular, Effective cleaning of China, \_\_\_\_\_ and glassware will prevent the spread of disease and infection.
19. Table locator systems can be increase \_\_\_\_\_ and speed of service.
20. Back of the house technology consists of product management systems of purchasing, menu management, financial reporting and \_\_\_\_\_

[20 MARKS]



**PART C**

This part contains of **FOUR (4)** questions.

Answer **ALL** the questions in Answer Booklet.

**QUESTION 1**

List **five (5) internal** and **external** factors into constrains of f&b management.

(5 marks)

**QUESTION 2**

Define **five ( 5 )** concept and market in food and beverage management.

(5 marks)

**QUESTION 3**

List the criteria of choosing right location.

(5 marks)

**QUESTION 4**

Explain the functions of control systems.

(5 marks)

**[ 20 MARKS]**

**PART D**

This part consists of **FOUR (4)** questions.

Answer **ALL** the questions in Answer Booklet.

**QUESTION 1**

When reading menus, peoples are also attracted to images, graphics, and icons that will increase sales of particular items those with the best contribution margins and hopes. The layout and sequences of the menu may be in single pages encased in plastic laminated. If the menu is more extensive, there is more space on the back for the desserts and beverages.

Explain briefly **the correct steps to be an effective menu**. Support your answer with explanation and examples.

(10 marks)

**QUESTION 2**

Explain briefly **type of non alcoholic beverage** and support your answer with some examples.

(10 marks)

**QUESTION 3**

A conscientious effort must be to assure the personal safety of everyone and facility which guests should follow workers alike. Accidents do not just happen. More appropriately caused by neglect, carelessness, throughlness and ignorance. Therefore, most incidents can be avoided.

Explain briefly **ten rules of restaurant safety**.

(10 marks)

**QUESTION 4**

While no one organization tracks restaurant failure rates, its common knowledge in the field that these establishments are risky endeavors, particularly so in a tough economy, when people tend to be more selective in how they spend their limited disposable income. If your restaurant concept is no longer drawing in the crowds, it may be time to change things around. However, to do so without a loss of income, you will have to keep the restaurant running through the change.

Explain the **steps in changing or modifying the concept** and give the example for that steps to support your answer.

(10 marks)

**[40 MARKS]**

**END OF QUESTIONS**

